

# **Data Collection Training Community Strengthening Efforts (Aggregate Data)**

Statewide Data Collection  
and Evaluation of First 5  
California Funded  
Programs



# Goals of Training

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- To define “community strengthening efforts aggregate data” and provide examples of data collection.
- To learn what kinds of questions can be answered from the data.
- To learn how to use the Community Strengthening Efforts data collection tool.

# Community Strengthening Efforts

## Definition

Activities and information aimed at large groups of children, parents, and families for which the exact number and audiences type are not known.

The **Community Strengthening** data collection tool collects information about:

- **When** services were delivered.
- **How** and **what** activities were provided (activity and topic).
- **Who** and **how many** were the intended audience members.

The Community Strengthening tool records estimated audience size and characteristics.

# What questions can community strengthening efforts data answer?

- How many people were informed about tobacco cessation through media campaigns?
- How many community events provided information to parents about school readiness?
- How did most people receive information about services for children with disabilities and other special needs?
- What type of community strengthening method reached the most people?
- How many community events, celebrations, or fairs were focused on reaching audiences whose primary languages were other than English?

# Community Strengthening Efforts

## Example

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To increase immunization rates, Ms. Kim holds a yearly health fair to reach families of children attending the district's preschools. At the event, 900 immunizations were given. All of the children are Spanish-speaking Latinos.

# Community Strengthening Efforts

## Data collection tool example

Let's use our example to complete the Community Strengthening Efforts data collection tool.

Enter the **program name**.

Enter the **date** when the service was delivered, or enter a **date range** if services were delivered over a period of time.

### Community Strengthening Efforts Data Collection Tool

Program Name Immunization Fair

**Directions:** For each type of community strengthening effort, please select **one** activity code and mark (X) all activities that apply to that activity code.

#### Dates/Duration Information:

Single or Start Date: mm / dd / yyyy

End Date: mm / dd / yyyy

Number of occurrences:

,

Enter the **number of times** the service was delivered during the date or date range.

# Community Strengthening Efforts

## Data collection tool example

Choose the appropriate **activity** and enter the affiliated code into the box.

Enter <b>ONE</b> Activity Code:		Topic Codes	
<div>202</div>		Mark (X) <b>ALL</b> that apply:	
201	Organizing community associations/networks	<input type="checkbox"/> Tobacco cessation	<input type="checkbox"/> Breastfeeding
202	Community events, celebrations, or fairs	<input type="checkbox"/> School readiness	<input type="checkbox"/> Nutrition
203	Information dissemination (e.g., brochures, newsletters, resource directories)	<input type="checkbox"/> Identification of and services for children with disabilities and other special needs	<input checked="" type="checkbox"/> Preventive health care for children (including oral health)
204	Media Campaigns (e.g. radio, television, web, newspapers, magazines)	<input type="checkbox"/> Community resource awareness	<input type="checkbox"/> Positive parenting practices
205	Public speaking	<input type="checkbox"/> Safety education violence prevention	<input type="checkbox"/> Peer support networks
206	Other community strengthening effort	<input type="checkbox"/> Prenatal care	<input type="checkbox"/> Other community strengthening topic
			<input type="checkbox"/> Not applicable

Mark **all** topics delivered under the specified activity.

# Community Strengthening Efforts

## Target Audience Definition

The type of audience to which the community strengthening event or service is directed.

There are four types of audiences.

- Parents/guardians
- Children (ages 0-5) served directly
- Other family members
- Community at large



# Community Strengthening Efforts

## Target Audience Definitions

### **PARENTS/ GUARDIANS**

Parents or guardians who have legal guardianship of children ages 0 to 5.

### **CHILDREN (0-5)**

Children ages 0 to 5 who have not yet had their sixth birthday.

### **OTHER FAMILY MEMBERS**

Siblings age 6 or older, caregivers who do not have legal guardianship, nonparental relatives, or others (such as neighbors or babysitters) who participate with children in First 5 activities.

### **COMMUNITY AT LARGE**

All or any members of a community (i.e., not a specific group or subgroup of community members).

# Community Strengthening Efforts

## Data collection tool example

Enter the estimated audience **size**  
(total number of people served).

Estimated size of target audience:

,   , 9 0 0

Type of audience(s) that activity is directed at:

*Mark one:*

☐ Community-at-large

*OR mark (X) ALL that apply:*

- ☐ Parents/guardians
- ☒ Children (0 to 5) served directly
- ☐ Other family members

If “**Community-at-large**”  
is the audience,  
no other audience type  
should be selected.

Mark the box(es) for **type of audience**  
to which the activity was directed.

# Community Strengthening Efforts

## Data collection tool example

Mark the box(es) to describe the characteristics of the audience by **ethnicity** and **primary language**.

Characteristics of audience that activity is specifically directed at:		
<b>Ethnicity</b> <i>Mark one:</i> <input type="checkbox"/> No specific ethnicity <input type="checkbox"/> Unknown	<i>OR mark (X) ALL that apply:</i> <input type="checkbox"/> Alaska Native or American Indian <input type="checkbox"/> Asian <input type="checkbox"/> Black/African American <input checked="" type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other	
<b>Primary language</b> <i>Mark one:</i> <input type="checkbox"/> No specific language <input type="checkbox"/> Unknown	<i>OR mark (X) ALL that apply:</i> <input type="checkbox"/> English <input type="checkbox"/> Cantonese <input type="checkbox"/> Hmong <input type="checkbox"/> Korean <input checked="" type="checkbox"/> Spanish <input type="checkbox"/> Tagalog <input type="checkbox"/> Vietnamese <input type="checkbox"/> Other	
<b>Is activity directed at children with disabilities or other special needs or their families?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Other		

If **"No specific ethnicity/language"** or **"Unknown"** is selected, no other ethnicities or languages should be selected.

# Community Strengthening Efforts

## Data collection tool example

Characteristics of audience that activity is specifically directed at:		
<b>Ethnicity</b> <i>Mark one:</i> <input type="checkbox"/> No specific ethnicity <input type="checkbox"/> Unknown	<b>OR mark (X) ALL that apply:</b> <input type="checkbox"/> Alaska Native or American Indian <input type="checkbox"/> Asian <input type="checkbox"/> Black/African American <input checked="" type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Pacific Islander <input type="checkbox"/> White <input type="checkbox"/> Other	
<b>Primary language</b> <i>Mark one:</i> <input type="checkbox"/> No specific language <input type="checkbox"/> Unknown	<b>OR mark (X) ALL that apply:</b> <input type="checkbox"/> English <input type="checkbox"/> Cantonese <input type="checkbox"/> Hmong <input type="checkbox"/> Korean <input checked="" type="checkbox"/> Spanish <input type="checkbox"/> Tagalog <input type="checkbox"/> Vietnamese <input type="checkbox"/> Other	
<b>Is activity directed at children (0-5) with disabilities or other special needs or their families?</b> <input type="checkbox"/> Yes <input type="checkbox"/> No <input checked="" type="checkbox"/> Unknown		

Mark the appropriate box to indicate if the activity was directed at children with disabilities or other special needs.

# Community Strengthening Efforts

## Summary of data collection

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- Complete one Community Strengthening Efforts data collection tool per activity.
- Document the estimated size of the target audience.
- Document the number of occurrences or events per activity.
- Document whether the activity was directed at a specific audience by indicating ethnicity, primary language, or children with special needs or their families.